(d) if so, what steps Government are taking to settle this issue?

THE MINISTER OF LABOUR AND EMPLOYMENT (SHRI K. CHANDRASEKHAR RAO): (a) and (b) The Chairman, Central Board of Trustees, Employees Provident Fund has already directed that Employees Provident Fund Organisation may allow payment of interest at the rate of 8.5%, recommended by Central Board of Trustees, Employees Provident Fund, to its outgoing members whose claims are settled during the financial year 2004-05. EPFO is following the aforesaid direction.

(c) Yes, Sir.

(d) The matter is under consideration of the Government.

Anti-child labour policy

2304. SHRI K. RAMA MOHANA RAO: Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:

(a) whether child labour advertisement of Pepsi Soft drink company has been banned recently by Andhra Pradesh High Court; and

(b) the measures taken to scrutinise all other T.V. ads showing child labour to encourage anti-child labour policy?

THE MINISTER OF LABOUR AND EMPLOYMENT (SHRI K. CHANDRASEKHAR RAO): (a) A writ petition was filed in the High Court of Andhra Pradesh about the objectionable nature of an advertisement depicting a small boy serving Pepsi to the Indian Cricket Team. While hearing the case, the High Court observed that M/s Pepsi India (Pvt.) Ltd. stopped airing the said advertisement since 19.9.2004 in view of certain protests. Therefore, High Court of A.P. rendered the writ petition infructuous and the same was closed with a direction to ensure that in none of the advertisement similar type of theme is depicted showing child labour.

(b) Scrutiny and certification of T.V. advertisements do not come under the purview of the Ministry of Labour & Employment. However, the Government feels that the child labour in all forms should be eliminated and all organizations should discharge their social reponsibilities which would include discouraging any covert or overt depiction of child labour in any form. This matter has also been taken up with Ministry of Information & Broadcasting to ensure that there is no depiction of child labour in an overt or covert form in advertisements.